



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Adrijia Yewins*  
*#7Pw*  
*Reopen*  
*1-12-04*

In re Application

Inventor(s): Betelho, et al.

Appln. No.: 09/728,704

Confirm. No.: 4887

Filed: December 1, 2000

Title: NETWORK BASED ADVERTISING

PATENT APPLICATION

Art Unit: 3622

Examiner: Daniel Lastra

Customer No. 23910

**CERTIFICATE OF MAILING UNDER 37 C.F.R. § 1.8**

I hereby certify that this correspondence is being deposited in the United States Postal Service with sufficient postage as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on December 22, 2003.

*Thomas Ward* (Attorney Signature)  
Thomas A. Ward, Reg. No. 35,732  
Signature Date: December 22, 2003

**RESPONSE TO OFFICE ACTION UNDER 37 C.F.R. § 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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JAN 06 2004  
**GROUP 3600**

Sir:

In response to the Office Action mailed August 20, 2003, please amend the above-identified application as shown beginning on the following page.